Business Communications Manager 3.0

Nortel Networks eSeminar

December 2002

What are enterprises looking for?

Consistent customer experience everywhere

Business connectivity via the internet

Internet

One Network
A World of Choice.

Security for all applications and services

IP telephony succeeds traditional telephony

Storage and networking at light speed

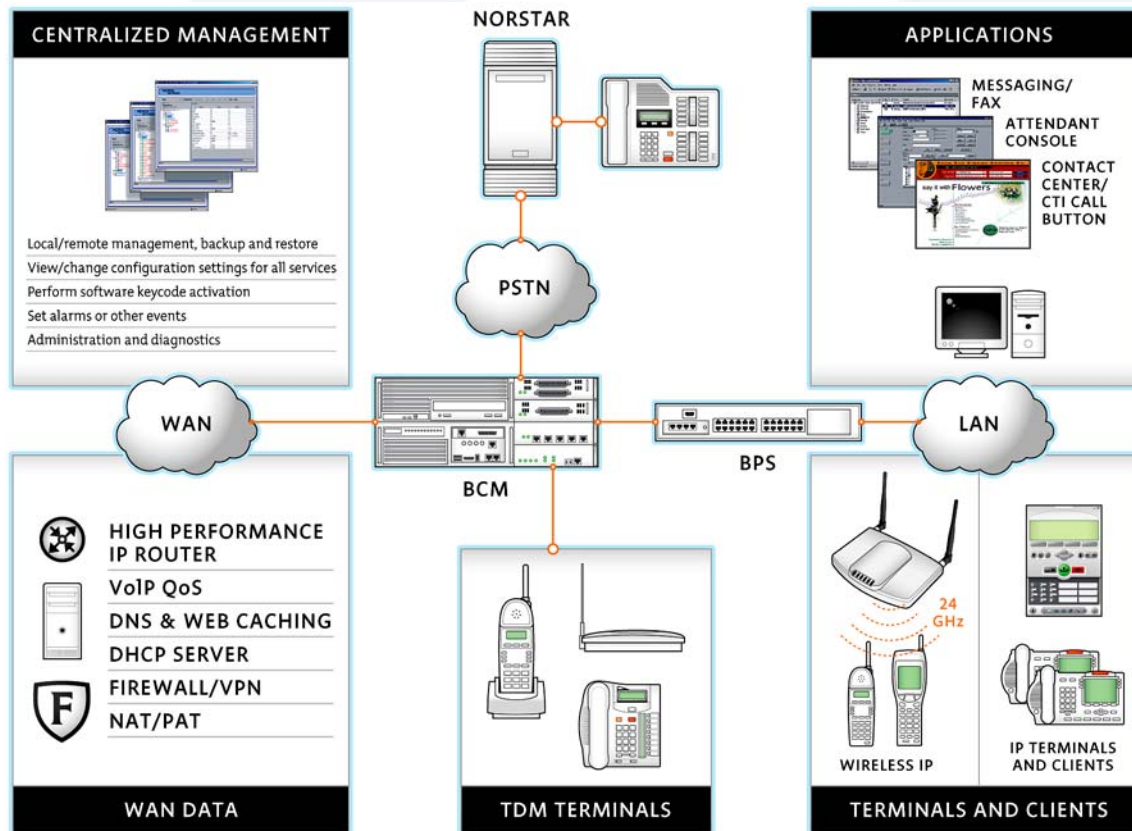NORTEL NETWORKS

One Network Solution Components

Clients

Digital 802.11 Wireless i2002 i2004 Software Clients SIP Enabled

Applications

CallPilot

Unified Messaging

Symposium
Contact Center
Periphonics
Self-Service

Multi-Media

Collaboration

Servers

Norstar BCM Meridian 1 CSE 1000 SL-100 CSE 2000 CSE MX

Network

Passport OpTera Contivity Alteon BayStack

Communication

One
Network
A World
of
Choice

NØRTEL
NETWORKS

Tenets of our Product Design

Security in the DNA

Scalability by Design

Fail-Safe Business Continuity

Communications Convergence

One Network
A World of Choice.

Comprehensive Management

Application-Optimized Network

Engaged Applications

NORTEL NETWORKS

Business Communications Manager

- **Cost-effective converged voice and data solution**
- **Highly flexible and feature rich**
- **Simple to manage**
- **Secure, scalable and highly reliable**

Introducing BCM 3.0

- **Builds upon the capabilities delivered in previous releases**

- **Increases the value of BCM as a branch office solution with the introduction of Interactive Voice Response (IVR)**

- **Incorporates "design for serviceability" features to make BCM easier to install, support and service**
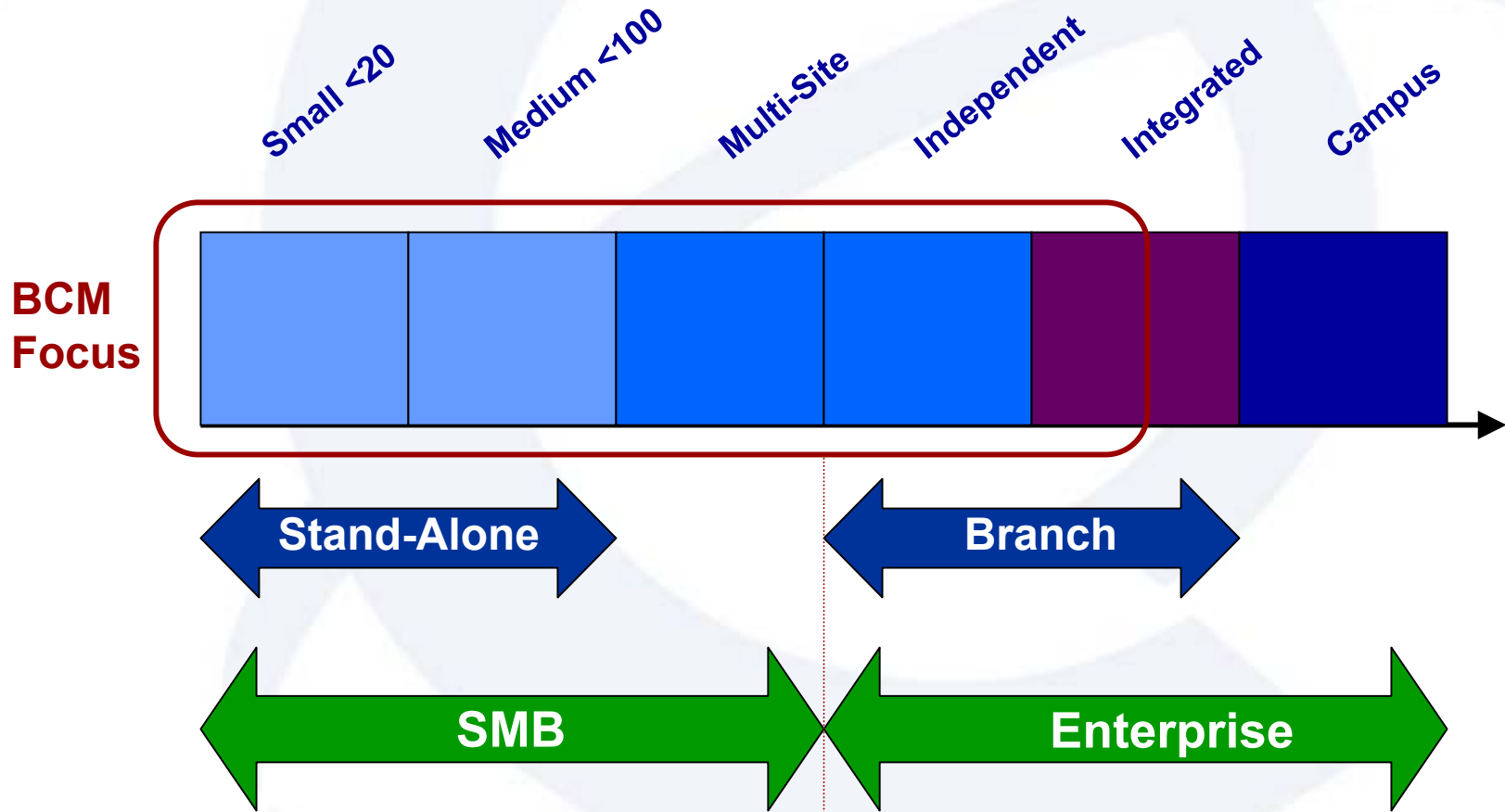
Business Communications Manager 3.0 – December 9, 2002*

Circuit Switched Telephony	IP Telephony	Data/Management	Applications	Base Platform
• Increased Digital Station Capacity	• i2050 Diagnostic Tool	• NCM 2.0	• IVR Run-time Engine	• Upgrade from BCM 2.5 & FP1
• Increased Analog Station Capacity	• Nortel H323 Compatibility	• IPSec Client	• Silent Monitor for Call Center	• BCM400 platform
• Enhanced Telephony Routing	• Feature Scrolling on IP Sets	• IP set vLAN Support		• BCM200 platform
• CDR Enhancements	• Extra Buttons on i200x sets	• Additional Wizards		
• Silent Monitor for Hunt Groups	• Hot Desking	• Desktop Assistant Pro Admin		
		• Multi Level UM Admin		

* EMEA, APAC – January 2003

Solution Positioning

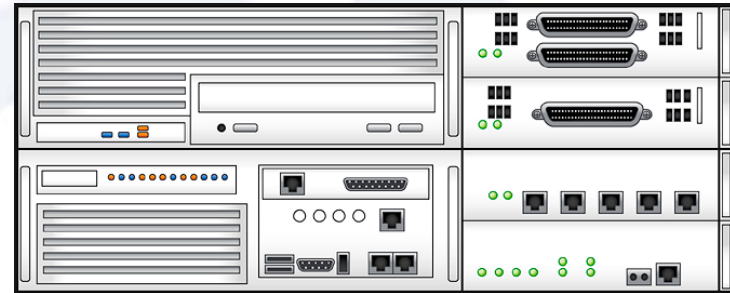## By Size and Customer Type

BCM 3.0 – Value Delivered

- **Expanded target market**
  - Cost effective solution from 10 to 200 users

- **Hardware platform improvements**
  - Reduce cost of installation, support and ownership

- **Improved centralized management capabilities**
  - Save time and money by supporting mass programming changes

- **Integrated IVR capability**
  - Improves customer service
  - Expands market reach
  - Reduces costs

- **Secure remote access**
  - Reduce cost of supporting remote workers

- **Seamless peer to peer networking with CSE1K**
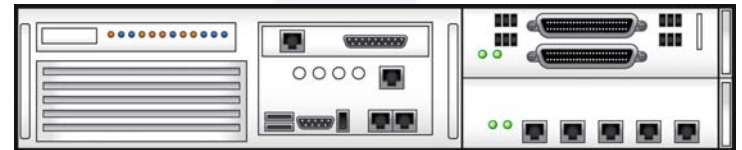 - Future proof solution

NORTEL NETWORKS

BCM400 Platform

- **Available in a standard model or a redundant feature option**

- **Supports four media bay modules**

- **Designed for improved serviceability**

- **Field-installable WAN card**
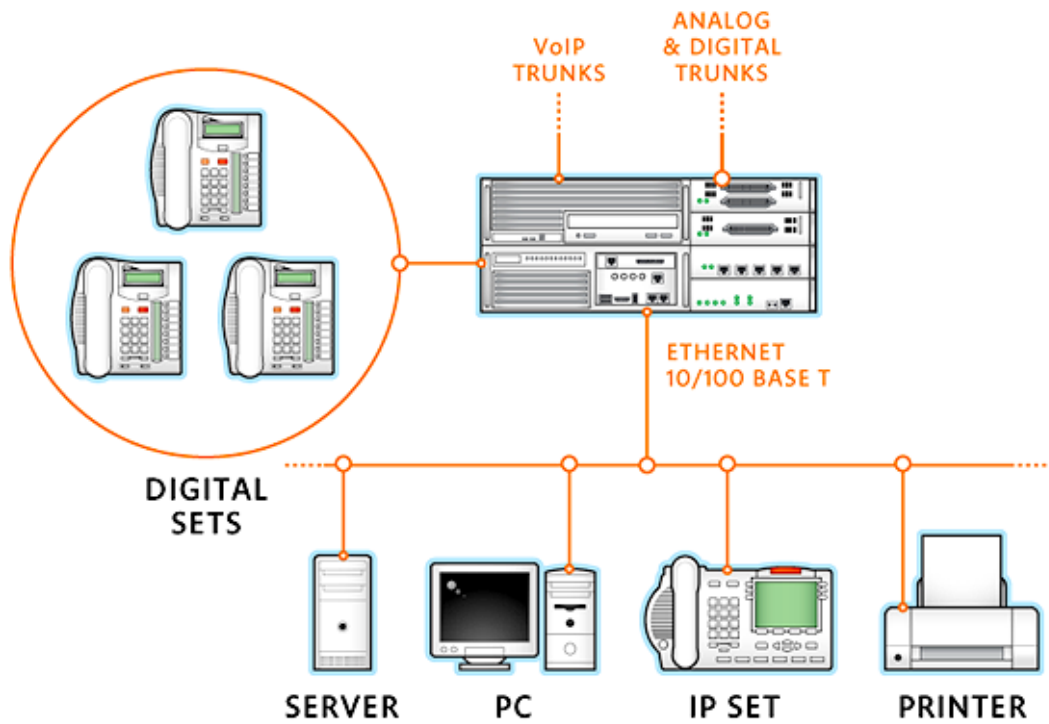
NORTEL NETWORKS

BCM200 Platform

- **Half-size version of new chassis**
- **Supports two media bay modules**
- **Same media bay modules as BCM**
- **Same features and services as BCM**
- **"Fast Start" installation wizards**

Configuration Options

- **Analog X Analog: 4X8**
- **Digital X Analog: T1x8, BRIx8**
- **Analog X Digital: 4X16, 8X16, 8X32**
- **Mix X Digital: T1+ 4X16, BRI+4X16**
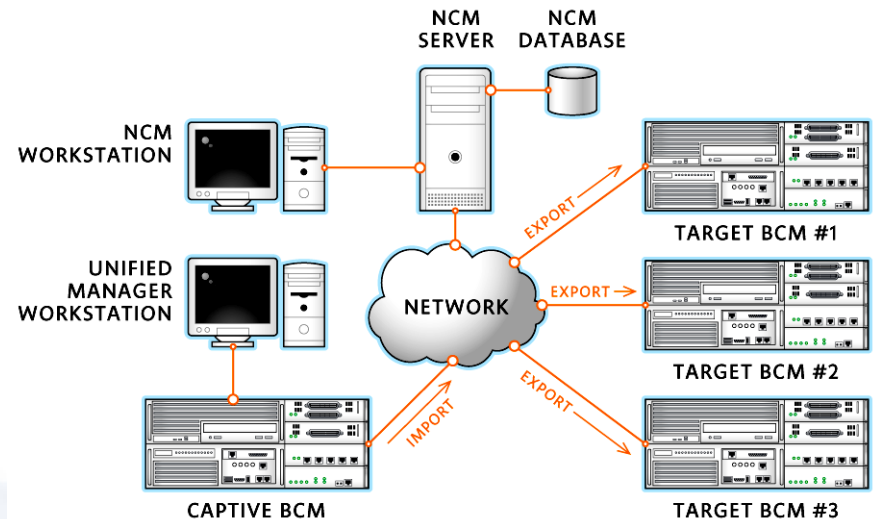- **Digital X Digital: BRIx16, T1x16, T1x32, PRIx32**

BCM 3.0 features

- Increased TDM Station Capacity
- Previous:
    - 16 Digital Sets per DS-30
    - 4 DS-30 Support 64 Sets
- BCM 3.0
    - 32 Digital Sets per DS-30
    - 4 DS-30 Support 128 Sets
- Supports DS-30 Splits (Max Totals)
    - 2/6 - £192 TDM & 59 IP Stations
    - 3/5 - £160 TDM & 91 IP Stations

NORTEL NETWORKS

BCM 3.0 features

- **Network Configuration Manager**
- **NCM Server/Client at NOC/ TAC Center**
- **NCM Agent on BCM – Keycoded**
- **Supports Multisite Programming Changes**
  - AA & CC Greetings
  - AA Hours of Operation
  - CCR Trees
  - VoIP Remote Gateway
  - IVR Scripts
  - Core Telephony
  - Apply Keycodes
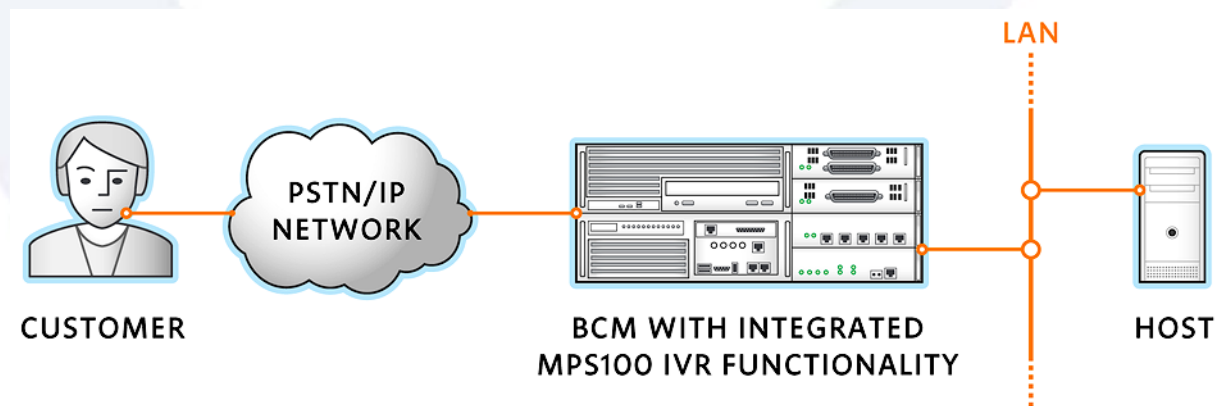 - Schedule Changes

NØRTEL NETWORKS

IVR on BCM

- **IVR Runtime Engine**
  - Preinstalled as part of BCM 3.0
  - Keycoded to enable IVR channels/ports

- **IVR Application Development**
  - Application Development tools

LAN

PSTN/IP NETWORK

CUSTOMER

BCM WITH INTEGRATED
MPS100 IVR FUNCTIONALITY
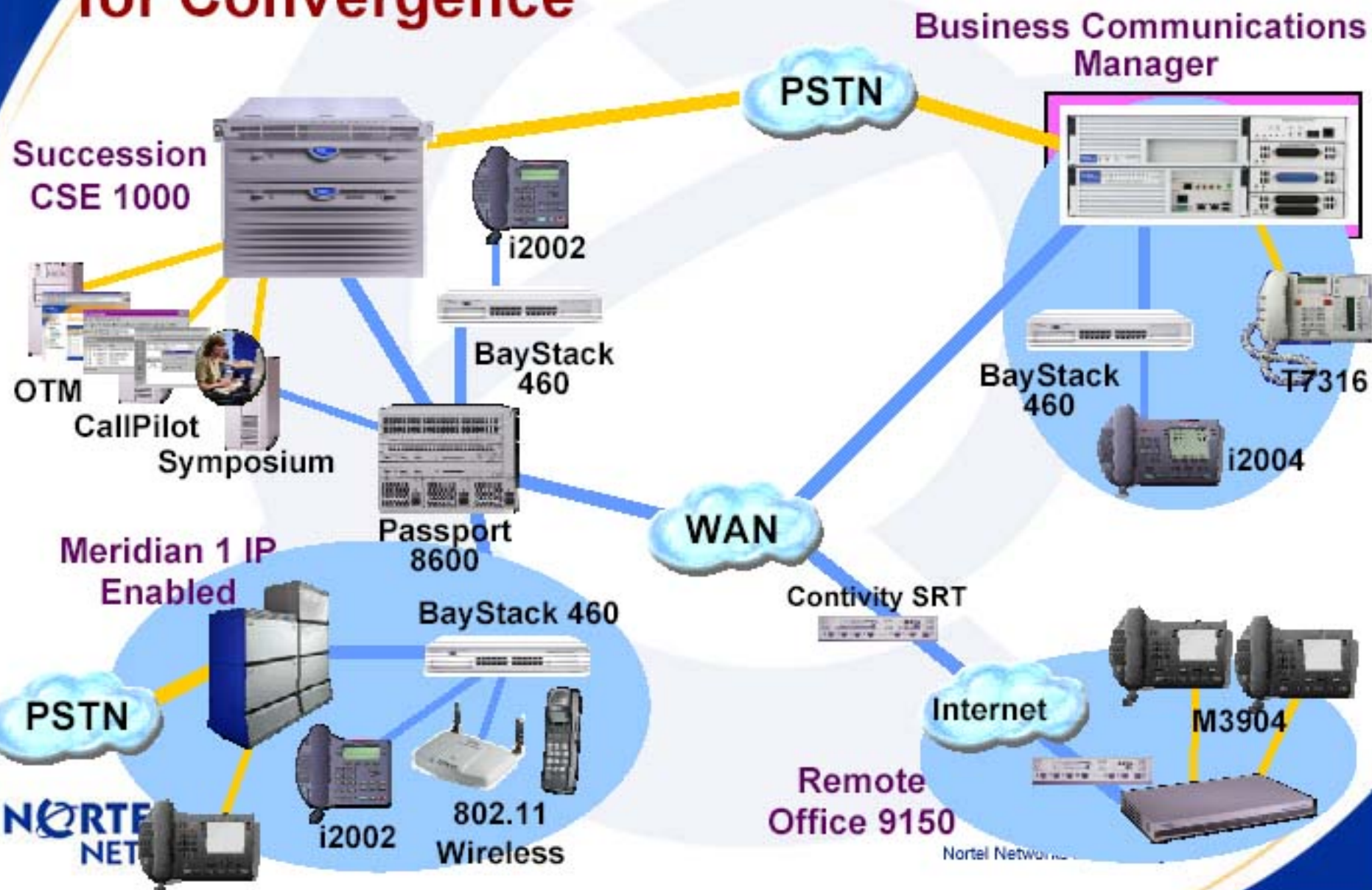
HOST

NORTEL NETWORKS

BCM 3.0 – Applications Enhancements

- **Silent Monitor for Call Center**
  - Available on Basic or Professional Call Center
  - Silently monitor individual agent desktops
  - Allows continuous monitoring capability without interruption of call termination/initiation

- **Silent Monitor for Hunt Groups**
  - Allows the Hunt Group supervisor to silently monitor agents for performance purposes. Only Hunt Group calls can be monitored and a password is required setable by System Admin, to use this feature.

- **IP Sec Client**
  - Currently support branch-to-branch or branch-to-HQ with tunneling between BCM's or between a BCM and Contivity server.
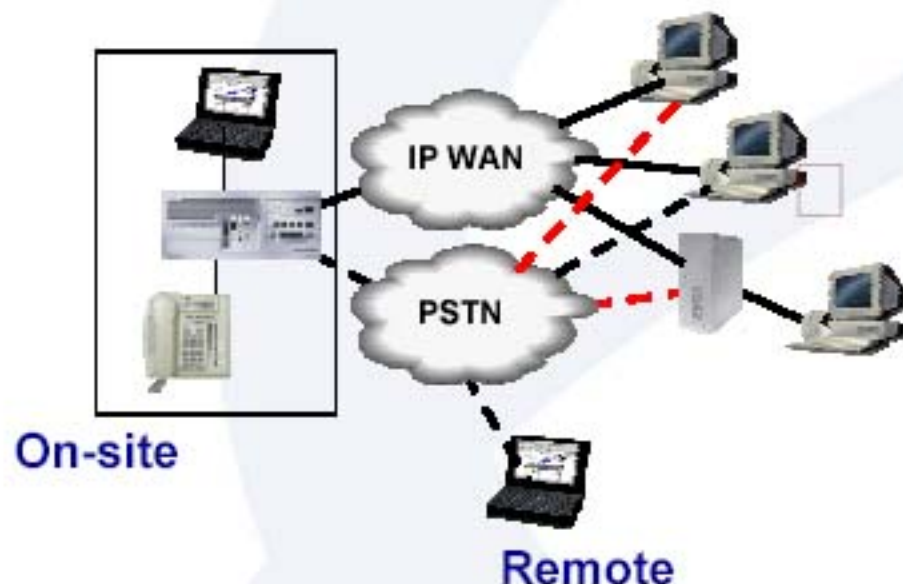
NØRTEL
NETWORKS

BCM 3.0 – IP Enhancements

- **IP Set Hot Desking**
  - Allow an IP Set to Adopt Configuration of Another IP Set

- **IP Set VLAN Support**
  - Distribution of VLAN ID's from DHCP Server to IP Sets (802.1 q)

- **Succession Interoperability**

N❂RTEL NETWORKS

Succession Enterprise Solutions for Convergence

Business Communications Manager

PSTN

Succession CSE 1000

i2002

BayStack 460

BayStack 460

T7316

i2004

OTM

CallPilot

Symposium

Passport 8600

WAN

Meridian 1 IP Enabled

BayStack 460

Contivity SRT

PSTN

Internet

M3904

Remote Office 9150

NORTEL NETWORKS

i2002

802.11 Wireless

Nortel Networks

BCM 3.0 Upgrade

On-site

IP WAN

PSTN

Remote

BCM 3.0 Upgrade Kit

☞ **Significant reduction in time to upgrade**

➔ Total upgrade down to 60-90 minutes

➔ Core upload time down from 45 minutes to 10 minutes

☞ **Upgrade Paths**

➔ BCM 2.5 to 3.0

➔ BCM 2.5 FP1 to 3.0

NORTEL NETWORKS

Upgrading Norstar to BCM: Investment Protection

Norstar

Trunk & Station Modules

Fiber Interfaces

PSTN

WAN

i2004

i2002

i2050

60% of Norstar investment is retained

LAN

BayStack

802.11 Wi...

NORTEL NETWORKS

Business Communications Manager Benefits

Flexibility….
- Packet switching
- Circuit switching
- Wireline or wireless
- Applications

Any one or all!

High Performance Data Services
- IP telephony & trunking
- Advanced / integrated router with IP/IPX, RIP/OSPF, & Frame Relay
- Firewall, VPN & IPSec
- DHCP & DNS

High Performance Voice Services
- Digital telephony & trunking
- Advanced Norstar feature set
- Voice mail, fax server & unified messaging
- Call center/ IVR/ attendant console
- Unified management & CDR

The complete communications solution for small site or branch office

NORTEL NETWORKS

Key Values for: CIO

To forward-thinking CEOs, CIOs and decision makers, convergence (with BCM) offers new ways to accomplish these established goals:

- **Set new standards in customer loyalty and satisfaction**
- **Rapidly deliver new products to existing and emerging markets**
- **Retain and attract skilled resources**
- **Enhance employee satisfaction and productivity**
- **Make efficient use of IT resources**
- **Investment protection and ROI**

**NORTEL
NETWORKS**

Key Values for: Business unit manager

To business unit managers, BCM offers:

- Significant reduction in remote office worker costs
- Seamless integration of new technology and applications
- Increased employee productivity
- "Carrier-grade" system reliability and security
- Enhanced customer relationship management (CRM)
- Investment protection and ROI
- Minimal business disruption

NORTEL NETWORKS

Key Values for:
Technical manager

To technical managers, BCM offers:

- **Ease of administration and maintenance**

- **Investment protection and flexibility**
  - You can evolve the network at a pace that minimizes your cost and operational impact.

- **A smooth transition to VoIP with minimal organizational disruptions**
  - Nortel Networks IP phones share a common look, feel and feature-set with their digital/PBX counterparts.

NORTEL NETWORKS

Why BCM?

Save money

- – Optimize network bandwidth utilization
- – Increase productivity
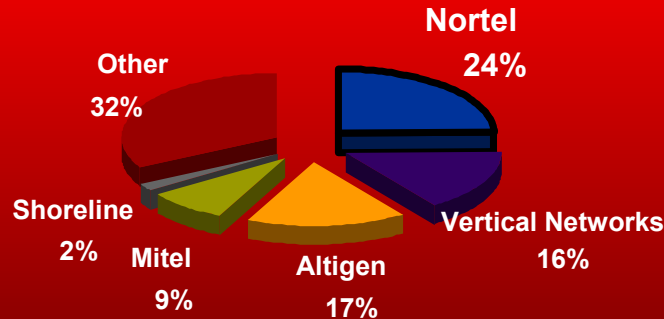- – Improve operational efficiency
- – Protect your investment

Make money

- – Increase customer loyalty
- – Expand market reach
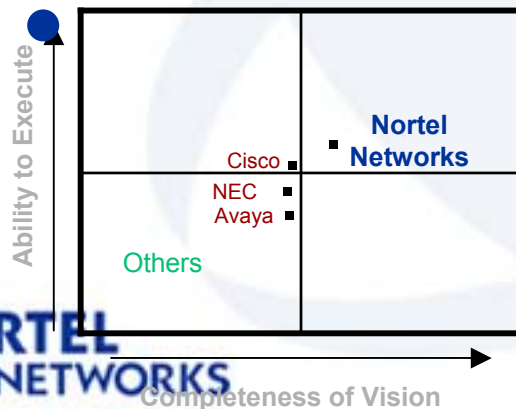
Better ROI = Increased Shareholder Value

NORTEL NETWORKS

Leadership @ Converged Branch

U.S. "Converged Systems" Market share (<100 stations Category), 1H'02.

Nortel
24%

Other
32%

Shoreline
2%

Mitel
9%

Altigen
17%

Vertical Networks
16%

Source: Infotech Consulting, Inc.

Gartner

Gartner Magic Quadrant Feb. 2002
NA Voice/Data Converged (Small Line)

Ability to Execute

Nortel Networks

Cisco

NEC

Avaya

Others

Completeness of Vision

Again, the BCM is now officially the king of low-end Next Gen Business Phone System hill."

"The BCM is the most feature-rich Next Gen PBX that we have tested to date"

CommWeb March 2002

http://www.cconvergence.com

11,000+ shipped worldwide

NORTEL NETWORKS

Nortel Networks Leadership

Enterprise Market Leadership

#1 Enterprise MS WAN Switch
#1 in Contact Center
#1 in independent VPN market
#1 Fixed L4-7 Gigabit Ethernet Switch
#1 in Metro Optical Systems
#1 VoIP Market Share in N.A.
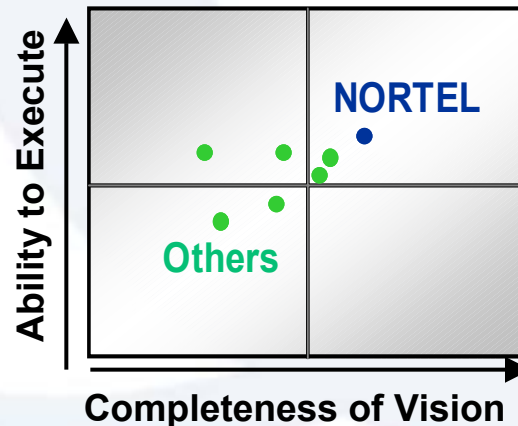**#1** in Interactive Voice Response (IVR)

Enterprise Technology Leadership

- First fully electronic PBX
- First with 10 GigE WAN
- First fully digital key telephone system
- First X.25 data switch
- First routing switch in market
- Best Converged Technology Product 2002
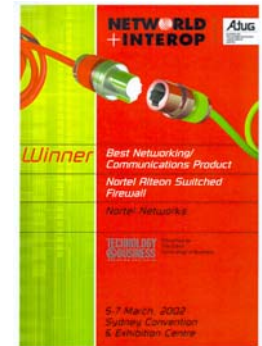- Best Security Product 2002

Magic Quadrant Leadership

Gartner

- **VoIP Services**
  IP-PBX >100 Lines
- **Converged Branch**
  IP-PBX <100 Lines
- **Secure IP Services**
  VPN CPE

NORTEL — Ability to Execute / Completeness of Vision quadrant chart with "Others" and "NORTEL" points

Nortel Awards

Call Center & CRM Solutions 2002 — Best of Show, Customer Interface

Network Magazine PRODUCT OF THE YEAR 2001

Network Computing EDITOR'S CHOICE

NETWORLD + INTEROP — Winner, Best Networking/Communications Product, Nortel Alteon Switched Firewall

NORTEL NETWORKS

Meeting the needs of the enterprise… for today & tomorrow

Tenets

Scalability by Design

Security in the DNA

Communications Convergence

Comprehensive Management

Application-Optimized Network

Fail-Safe Business Continuity

Engaged Applications

One Network
A World of Choice.

Products

Alteon
Baystack
CallPilot
Contivity
Meridian
Norstar
OPTera
Optivity
Passport
Periphonics
Succession
Symposium

NORTEL NETWORKS